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CONFIRMATION NO. 3984

SERIAL NUMBER 09/814,622	FILING OR 371(c) DATE 03/22/2001 RULE	CLASS 707	GROUP ART UNIT 2162	ATTORNEY DOCKET NO. CANN-0208	
APPLICANTS Mark E. Cannon, Provo, UT; ** CONTINUING DATA <i>YES</i> This application is a DIV of 09/038,380 11/03/1998 PAT 6,286,005 ** FOREIGN APPLICATIONS <i>NONE</i> IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 05/02/2001					
Foreign Priority claimed <input type="checkbox"/> yes <input checked="" type="checkbox"/> no 35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input checked="" type="checkbox"/> no <input type="checkbox"/> Met after met Allowance Verified and Acknowledged <i>12F</i> Examiner's Signature Initials		STATE OR COUNTRY UT	SHEETS DRAWING 31	TOTAL CLAIMS 3414	INDEPENDENT CLAIMS 53
ADDRESS Schmeiser, Olsen & Watts LLP 18 East University Drive, #101 Mesa, AZ85201					
TITLE Method and apparatus for analyzing data and advertising optimization					
FILING FEE RECEIVED 1218	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit		